

Revised 1/3/2012:

Reflect date of Bidder's Conference on January 12, 2012.

Revised 1/6/2012:

Extend deadline for proposals to January 30, 2012.



Due: Monday, January 30, 2012 by 5PM

REQUEST FOR PROPOSAL

Planning Consulting Services for Costa Mesa General Plan Update

December 23, 2011

OVERVIEW

The Costa Mesa General Plan states the community's vision for development and public infrastructure. State law requires that each city adopt a general plan "for the physical development of a city and any land outside its boundaries which bears relation to its planning" (§65300). In addition, a General Plan should be updated periodically, approximately every ten years. The General Plan is the foundation for establishing goals, purposes, land use, and activities. It expresses the community's development goals and embodies public policy relative to the distribution of future land uses, both public and private.

The City of Costa Mesa is requesting proposals for professional services from qualified consulting firms to prepare a comprehensive update of the Land Use Element and the Circulation Element of the General Plan ("GP Update"), Zoning Ordinance Update for General Plan consistency, and an Environmental Impact Report. The Costa Mesa General Plan and Program Environmental Impact Report was adopted in January 22, 2002.

The Land Use and Circulation Element were updated in 2002 as part of the City's 2000 General Plan Update. Minor amendments to these Elements were made over the past ten years. However, there were no significant revisions to the overall goals, objectives and policies. The proposed work activity will also involve assistance in a supportive role in a Public Engagement Program.

The key components of the scope of services involve the following:

- **General Plan Update of the Land Use and Circulation Element**
- **Zoning Ordinance Update**
- **Environmental Impact Report (EIR)**
- **Public Engagement / Public Process (supportive assistance to City staff)**

These are all key components of the General Plan update which will address current community objectives and legal requirements. The corresponding Zoning Ordinance, as appropriate, will be updated by City staff but will also need to be addressed in the environmental review. After review and evaluation of the submitted proposal, the City will recommend the finalist to the City Council for award of contract on **February 21, 2012** (tentative).

SCHEDULE OF EVENTS

The schedule of events for the RFP process through project delivery is as follows:



Release of Request for Proposals:	December 23, 2011
Bidder's Conference at the City:	January 12, 2012 at 3PM in Conf 1A
Firm Submittal Deadline:	January 30, 2012 at 5PM
Consultant Interviews:	Early February (tentative)
Award of Contract:	Early March (tentative)
Start of Service (approx.):	Early March (tentative)
Project Delivery	about 12 to 14 months thereafter

The submittal deadline is "firm" in that there will be no changes to this deadline unless an extension is granted unilaterally to all applicants.

GENERAL PLAN UPDATE OF THE LAND USE AND CIRCULATION ELEMENT

The 2000 Costa Mesa General Plan represents its Constitution for development and is comprised of ten elements: Land Use Element, Circulation Element, Housing, Conservation, Open Space, Noise, Safety, Community Design, Growth, and Historic and Cultural Resources. The purpose of the GP Update is to serve the City for the next 10 years without significant revision, comply with state regulations, and provide the community with a vision for the future containing policies and guidelines for the way land is developed and used. The GP Update will incorporate goals, objectives, policies, and programs for these two elements – and specifically promote development flexibility in consort with the community's goals for development in the City.

The need for the update is based on the following:

Land Use Element

- The City's Land Use Element requires a comprehensive update every 10 years pursuant to State legal requirements.
- A comprehensive review of the Land Use Element will promote development flexibility similar to the spirit and objectives of the recently-adopted mixed-use overlay zones.
- The Land Use Element update will reflect any changing community values regarding multi-story structures (i.e. 3 stories) south of the I-405 Freeway in certain zones.
- New mixed-use overlay areas may be established to create new development options in certain land use designations.
- Increased residential densities or commercial FARs may be considered in certain revitalization areas and nonconforming developments containing mobile home parks and motels.
- The currently established "stepped FAR" limits for low, moderate, and high traffic-generating uses may be modified to allow greater flexibility in development intensities.
- New land use designations and overlay zones may be created to promote redevelopment.
- There may be new objectives or a processing framework to consider site-specific FARs within certain limits may be included.



All proposals submitted should reflect a full commitment to prepare the Land Use Element Update in accordance with State Law.

Circulation Element

- The City's transportation model was last developed in 2000 and requires updating.
- Several major circulation and development projects and land use changes were made over the past ten years. These will need to be reflected in the transportation model to reflect current conditions and to identify future transportation needs.
- Development opportunities in the Westside Costa Mesa and other parts of the City are currently restricted due to reliance on the 2000 General Plan and the 2000 transportation model.
- There is a need for a comprehensive review of City's Master Plan of Bikeways to enhance bicycle facility connections and opportunities.

Assembly Bill 1358, the 2008 California Complete Streets Act, requires that any substantive revision of the Circulation Element requires planning for a balanced, multimodal transportation network that meets the needs of all users of streets, roads, and highways. The users are defined as including motorists, pedestrians, bicyclists, children, persons with disabilities, seniors, movers of commercial goods, and riders of public transportation. The State enacted this law to help fulfill the commitment to reduce greenhouse gas emissions through efficient use of urban land and transportation infrastructure.

All proposals submitted should reflect a full commitment to prepare the Circulation Element Update in accordance with the 2008 California Complete Streets Act.

Zoning Ordinance Update

- It is important to make any corresponding changes to the Zoning Code (Title 13 of the Costa Mesa Municipal Code) to ensure that the Zoning Code is consistent with the General Plan. City staff will prepare the Zoning Code amendments as applicable.
- The Consultant will be responsible incorporating the Zoning Code amendment into the environmental review process.



Public Engagement Program

How should Costa Mesa look, feel and function 20 years from now?

Critical to the success of the General Plan update is public outreach. The Consultant will have a supportive role to City staff in this respect. The proposed update of the City's Land Use and Circulation Element of the General Plan will address this question based on community feedback. Based on the goals and values of the community, the proposed update will provide a longterm framework for good decision making far into the future. It will provide flexibility for changes in the City's economy and land use, and establish goals, policies, and objectives to measure progress towards attaining the community's goals for the overall development of the City.

The Public Engagement Program may involve a General Plan Update Committee and/or community meetings. Meeting attendance for the Public Engagement Program and supportive assistance would be required for 6 meetings.

SCOPE OF SERVICES

1. Work with General Plan Update Committee / City staff to identify new land use and circulation objectives.

Consultant will attend a kick-off meeting with City staff to discuss the project and the proposed scope of work. Consultant will identify data needs, project objectives, and ensure that deliverables are consistent with the overall project timeline. City staff will take the lead at these Committee meetings with supportive assistance from the Consultant. Estimated number of Committee meetings: 6 meetings over a 2-3 month period.

2. Complete comprehensive update of Land Use Goals, Objectives, and Policies pursuant to community outreach and General Plan Committee input.

This will be an indepth process involving the development of new goals, policies, and objectives in the Land Use Element while ensuring consistency with other General Plan policies. A comprehensive review of the Land Use Element may include (but not be limited to) the following: promote development flexibility similar to the spirit and objectives of the recently-adopted mixed-use overlay zones, reflect any changing community values regarding multi-story structures (i.e. 3 stories) south of the I-405 Freeway in certain zones, create new mixed-use overlay areas to establish new development options in certain land use designations.



3. Complete Technical Update of Land Use Element.

In addition to the policy update, perform a technical update of the land use inventory, land use designations, and proposed development patterns.

New land use analysis will be related to the different types of development issues, along with their impacts and appropriate mitigations, for residential, commercial, industrial, and institutional development areas. New technical changes to the allowable land use intensities may include (but not be limited to) the following: increased residential densities or commercial FARs in certain revitalization areas and nonconforming developments containing mobile home parks and motels; modifications to the “stepped FAR” limits for low, moderate, and high traffic-generating uses to allow greater flexibility in development intensities; new land use designations and overlay zones to promote redevelopment; new processing framework to consider site-specific FARs within certain limits.

4. Complete Technical Update of Circulation Element / Update City’s Transportation Model

The Consultant shall develop an updated Citywide model using the network and zone structure of the current city model as the basis. The most recent Orange County Transportation Analysis Model (OCTAM) should be used to develop the subarea model. In addition to City of Costa Mesa approval, the model should meet all OCTA requirements for subarea model development guidelines and obtain approval of OCTA for use in the update of Circulation Element as well as other planning studies.

The transportation model shall make refinements to zone structure based on information from the Land Use update to be implemented concurrently. The network should be built to yield acceptable forecasts at collector level and above and in some areas at residential street level and above. The model should be validated to current conditions using at least 10 screen lines. The land use data to be provided by the City should be used to develop person and vehicle trip tables for zones within the City of Costa Mesa.

The regional mode choice should be based on the most recent OCTAM. Within the City of Costa Mesa, adjustments should be made to reflect local conditions. The traffic assignment component should include acceptable post processing techniques to produce morning and evening peak hour intersection turning movement information at all signalized intersections, as well as daily and morning and evening peak hour forecasts on all segments included in the network, for full buildout of Master Plan of Arterial Highways (MPAH) and two constrained network conditions.

A separate cost should be provided for data collection including daily traffic counts at up to 100 arterial street locations, and morning and evening peak period intersection turning



movement counts at all signalized intersections within the City of Costa Mesa (assume 130). At selected locations (up to 10), weekend peak period counts also should be conducted.

5. Develop future transportation needs.

The Consultant shall identify future transportation needs based on the updated Land Use element as well as following transportation alternatives:

- Buildout to Full MPAH including 19th Street Bridge and SR-55 Extension
- Constrained Network (Excluding 19th Street Bridge and SR-55 Extension)

The future transportation needs should be based on assumption that all intersections are mitigated to Level of Service “D.” Based on this analysis, the City will identify some selected intersections (up to 10) where Level of Service “E” may be identified as acceptable threshold. At these intersections, the future transportation needs should be revised to reflect the new threshold. The Consultant is responsible for preparing conceptual layout of improvements and preliminary cost estimates for all General Plan transportation improvements.

6. Update the Goals, Objectives and Policies in the General Plan Circulation Element.

The Goals, Objectives and Policies in the General Plan will need to be reviewed and revised to reflect the Complete Streets Act, the updated Level of Service threshold policies as well as the updated Land Use element and future transportation needs. The Circulation Element will need to reflect a balanced, multi-modal approach to serve the City’s existing and anticipated growth projections.

7. Update the City’s Bicycle and Pedestrian Master Plan.

The City’s Master Plan of Bikeways (MPB) will need to be updated to provide for a comprehensive network of bicycle trails, lanes and routes, consistent with the Complete Streets requirements. In addition, a new Pedestrian Master Plan will need to be prepared. The plan should identify existing pedestrian routes on all arterials and collectors in the Master Plan of Arterial Highways (MPAH) and determine future needs.

8. Update the Traffic Impact Fee Program.

The traffic impact fee program will need to be updated using the new transportation model and the recommended transportation improvements to serve future land uses. The nexus between future development and future improvements was established in current program using select-link analysis for various improvements. The current program will be available for review to the Consultants to aid in the update process.



9. Prepare Traffic Impact Study Guidelines.

The traffic impact fee guidelines will need to be updated to reflect new General Plan Circulation Element policies. The City will provide the parameters of traffic study for incorporation in the new guidelines.

10. Prepare Circulation Element Technical Report.

The Consultant shall prepare a comprehensive Circulation Element report based on above tasks that will be incorporated in the City's General Plan. The Circulation Element report should include all modes of transportation.

11. Ensure CEQA Compliance.

The Consultant shall prepare the appropriate environmental documentation for the proposed General Plan Update and Zoning Ordinance in conformance with the California Environmental Quality Act (CEQA). The City staff will work closely with the Consultant in achieving a legally defensible document.

The 2000 General Plan Environmental Impact Report was a program EIR adopted in 2002. A program EIR or subsequent EIR will be required for this project as growth and environmental issues are needed to be addressed.

Notice of Preparation

Consultant will prepare a draft Notice of Preparation (NOP), Initial Study (IS), and distribution list for review and comment by the City of Costa Mesa. All conclusions and substantiating information will be documented in the NOP/IS. Consultant will finalize and distribute the IS/NOP by certified mail to all responsible, trustee, and interested agencies, community groups, and individuals.

1st Screencheck EIR

Consultant will prepare the environmental impact evaluation for the Screencheck EIR based upon the NOP/IS and responses received, community and agency input, and technical evaluation of the proposed project. The final master project description and EIR project alternatives will be provided to the City and applicants for review and approval prior to completion of the screencheck EIR. This process provides the City and applicants with an opportunity to clarify any project issues prior to the technical analysis being initiated. Please note: Consultant will prepare and submit a complete Screencheck Program EIR (e.g. Executive Summary, Greenhouse Gases, Growth Inducing Impacts section, Cumulative Impacts section, Reasonable and Foreseeable Projects section, and Project Alternatives.) and will receive comments on the Program EIR from the City. City staff will not prepare any



EIR sections but will provide to the Consultant any required information to complete the analysis. If staff comments are extensive, a 2nd screencheck EIR submittal may need to be provided. Otherwise, only a second review of major sections will be requested. An additional review cycle of a 2nd screencheck document should be budgeted in the case it is needed.

Proofcheck EIR

Upon receipt of the City's and applicants' comments on the screencheck EIR submittal, Consultant will make revisions and resubmit the document as a PROOFCHECK EIR. A proofcheck EIR is the final print copy of the EIR before printing. No major comments on the document are anticipated from City staff at this level of the review.

Draft Program EIR

The proofcheck document with any revisions requested by City staff will serve as the Draft EIR. Consultant will prepare and distribute copies of the draft EIR to the State Clearinghouse and local community groups, local agencies, surrounding jurisdictions, etc. Consultant will prepare and distribute ALL required CEQA notices for this project (i.e. the Notice of Completion, Notice of Availability, etc.). The City of Costa Mesa will only be responsible for newspaper notices.

Responses to Comments

The City's policy is to provide a thorough Responses to Comments document. The Responses to Comments document is expected to be very detailed and comprehensive. Upon receipt of written comments on the Draft EIR from the State Clearinghouse and other parties, Consultant will review all comments. Consultant will prepare written responses to comments that raise environmental issues. These responses will be provided as a separate Responses to Comments document. Upon receipt of the City's comments, Consultant will finalize the responses to comments. Responses to public agency comments will be mailed by Consultant. The scope of services should assume at least 100 hours required to prepare the responses to comments document.

Statement of Facts and Findings

Consultant will prepare draft findings of facts and findings and a draft statement of overriding considerations in accordance with the State CEQA Guidelines §15091 and 15093. Upon receipt of the City's and applicants' comments on these documents, copies will be submitted to the City for use by legislative body in its deliberations on the project. If the Planning Commission and/or City Council modify the project and/or recommended conditions of approval/mitigation measures for the proposed project, Consultant will revise the findings. These modifications should be assumed in the project budget.



Final Program EIR

Upon the City Council's action for certification, Consultant shall prepare a final EIR pursuant to CEQA Guidelines Section 15090. The Final EIR is a compilation document inclusive of the following: the EIR as modified by public comments, EIR technical appendices, responses to comments.

BIDDER'S CONFERENCE

There will be a "Bidder's Conference" at City Hall to provide an open forum for questions from Consultants to City staff regarding the RFP. This is scheduled for January 12, 2012.

If any person contemplating submitting a proposal for General Plan Update is in doubt as to the meaning of any part of this Request for Proposal, that person may submit questions to the City's Assistant Development Services Director or the Transportation Manager. See contact information on the last page of this RFP.

Any interpretation or correction of the specifications will be made only by addendum issued by the City. Copies of the addenda will be mailed or delivered to those persons who have requested an RFP and the addenda will be available online on the Planning Division webpage at www.ci.costa-mesa.ca.us.

DOCUMENTS AVAILABLE FOR REVIEW AT CITY HALL

We will have some key documents scanned on a CD which will be available at the Bidder's Conference on January 12, 2012. Documents in hard copy format are available for review in the Planning Division, 2nd floor, of City Hall:

Costa Mesa 2000 General Plan
General Plan Final Environmental Impact Report
Westside Urban Plans and SoBECA Urban Plan
Citywide Traffic Model Report
Traffic Impact Fee Study
North Costa Mesa Specific Plan
Newport Boulevard Specific Plan
North Costa Mesa High-Rise Residential Final EIR
Wyndham High-Rise Residential Final EIR



REQUIRED INFORMATION AND FORMAT OF SUBMITTALS

In order to be considered for selection, the respondent individuals or firm shall submit a proposal using as a minimum the following criteria, which shall be scored by representatives from the City of Costa Mesa:

1. Letter of Introduction (0 points)

- a. A letter of introduction signed by a Principal or Senior Officer of the organization.
- b. The firm(s) shall state why it believes it is qualified to provide the services described in this Request for Proposal (RFP).
- c. If submitting as a team, note which team is the prime Consultant or lead joint venture partner (if applicable).
- d. Include the name and resume of the individual leading the team.

2. Firm Information and Qualifications (25 points)

- a. Number of years the firm(s) has been in business
- b. Location of principal office that will be responsible for the implementation of this contract, and the distance from the City of Costa Mesa.
- c. List company and individual team members experience in providing similar services. Resumes for each team member shall be provided with continuing education and attendance to the professional associations meetings as applicable itemized.

3. Recency and Relevancy of Experience (50 points)

Provide a statement demonstrating your firm's or team's ability to accomplish the scope of services in a comprehensive and thorough manner to meet the needs of the City. Specifically, cite recent and relevant experience in completing similar projects. Explain the firm's technical capabilities for any General Plan updates for cities with similar demographics and land use development patterns as the City of Costa Mesa.

4. Professional Services Fees (20 Points)

- a. Provide a proposal of the total fees proposed for this work and a listing of estimated other direct costs
- b. Provide a listing of hourly rates for service
- c. Add 10% contingency into the budget for unexpected work requests.

Upon completion of the evaluation phase, City staff will select those Consultants for interviews whose proposals and qualifications most closely conform to the requirements of this RFP. The City may choose to interview one or more of the firms responding to this RFP. The City of Costa Mesa City Council is the authorizing entity to issue a contract award to the top-ranked Consultant. Upon receipt of the executed Agreement, it will be submitted to the City Council for approval. The



selected Consultant will be required to enter into a “Professional Services Agreement” for the Consultant services with the City. The Agreement will include a detailed scope of work and payment of services schedule. The Consultant, by submitting a response to this RFP, waives all right to protest or seek any legal remedies whatsoever regarding any aspect of this RFP.

5. Other Considerations. (5 points)

Other compelling or competitive factors as provided by the Consultant to illustrate that they are the most competitive and well qualified team for the work.

GENERAL INFORMATION

A. Right to Reject Proposals

The City reserves the right to reject any and all proposals, which do not meet the requirements of this RFP, and/or any portion of the requirements of this project. The City reserves the right to reject any or all proposals, or to request and obtain, from one or more consulting firms, supplementary information as may be necessary for City staff to analyze the proposal pursuant to the Consultant selection criteria. Issuance of this RFP and receipt of proposals does not commit City to award a Contract. City also reserves the right to postpone award of a Contract for its own convenience, accept or reject any or all proposals received in response to this RFP, and cancel any or all portions of this RFP and resulting Contract.

B. Examination of Proposal Documents

By submitting a proposal, each Consultant represents that it has thoroughly examined and become familiar with the work required under this RFP and that it is capable of performing quality work to achieve the objectives of City.

C. Pre-Contractual Expenses

City shall not be liable for any pre-contractual expenses incurred by Consultants in the preparation of proposals. Pre-contractual expenses shall not be included in the fee proposal.

D. Ownership of Reports and Documents

Originals of all documents and data produced under the terms of the Contract shall become the property of City. City shall retain all copyrights.

E. Consultant's Representative

The Consultant shall assign a responsible representative to perform the work noted in this proposal. The Consultant's representative shall remain responsible for the duration of the project. No personnel changes will be acceptable without prior approval by City. City reserves the right to reject



any changes in personnel at any time during the course of this project. City also reserves the right to terminate the contract if, in the opinion of City, substantial changes in project management may jeopardize the successful completion of this project to the satisfaction of City.

F. Independent Contractor

The Consultant is as to the City a wholly independent contractor. The Consultant shall not at any time or in any manner represent that it or any of its officers, employees, or agents are in any manner officers, employees, or agents of the City.

G. Legal Responsibilities

The Consultant shall keep itself informed of all local, State, and Federal laws and regulations, including, but not limited to, those pertaining to conflict of interest, which in any manner affect those employed by it or in any way affect the performance of its building plan check and inspection service. The Consultant shall at all times observe and comply with all such laws and regulations.

H. Consultants Accounting Records

Records of Consultant's direct personnel, Consultants, and reimbursable expenses pertaining to the work and records of accounts between the City and Consultant shall be kept on a generally recognized standard accounting basis and shall be available to City or its authorized representatives at mutually convenient times.

I. Term

It is anticipated that the selected firm/individual will enter into a contract with the City for a term not to exceed three (3) years, with the potential to extend the contract for three consecutive, three year terms, at the sole discretion of the City. The agreement will have a 30 day termination clause.

J. Subcontracting

Only those firms identified in the Contract as subcontractors or subconsultants shall be allowed to perform work for this project. Any amendments to this requirement shall be made in writing by Consultant to City. City has the right to reject any requested amendments at any time during the course of this project.

K. Federal, State, and Local Laws

The Consultant shall comply with all federal, state, and local laws, rules, regulations, ordinances, and statutes



L. Indemnification

The Consultant shall indemnify, defend, and hold harmless City, its officers, directors, employees and agents from and against any and all claims, including attorney's fees and reasonable expenses for litigation or settlement, for any loss, damages, bodily injuries, or loss of property caused by negligent acts, omissions, or willful misconduct by the successful Consultant and its sub-Consultant's, if any, arising out of performance of the requirements of the Contract.

M. Contracts/Agreements

The successful Consultant shall enter into a Contract with City that is based on the contents of this RFP, the Consultant's proposal, and City Contract. City shall enter into a Contract for this project with a single firm which may have subconsultants as approved by the City.

N. Insurance

Minimum Scope and Limits of Insurance. Consultant shall obtain and maintain during the life of this Agreement all of the following insurance coverages:

- (a) Comprehensive general liability, including premises-operations, products/completed operations, broad form property damage, blanket contractual liability, independent contractors, personal injury with a policy limit of not less than One Million Dollars (\$1,000,000.00), combined single limits, per occurrence and aggregate.
- (b) Automobile liability for owned vehicles, hired, and non-owned vehicles, with a policy limit of not less than One Million Dollars (\$1,000,000.00), combined single limits, per occurrence and aggregate.
- (c) Workers' compensation insurance as required by the State of California.
- (d) Professional errors and omissions ("E&O") liability insurance with policy limits of not less than One Million Dollars (\$1,000,000.00), combined single limits, per occurrence and aggregate. Consultant shall obtain and maintain, said E&O liability insurance during the life of this Agreement and for three years after completion of the work hereunder.

Endorsements. The comprehensive general liability insurance policy shall contain or be endorsed to contain the following provisions:

- (a) Additional insureds: "The City of Costa Mesa and its elected and appointed boards, officers, agents, and employees are additional insureds with respect to this subject project and contract with City."



(b) Notice: "Said policy shall not terminate, nor shall it be cancelled, nor the coverage reduced, until thirty (30) days after written notice is given to City."

(c) Other insurance: "Any other insurance maintained by the City of Costa Mesa shall be excess and not contributing with the insurance provided by this policy."

Certificates of Insurance: Consultant shall provide to City certificates of insurance showing the insurance coverages and required endorsements described above, in a form and content approved by City, prior to performing any services under this Agreement.

PROPOSAL SUBMISSION

Six (6) bound copies and one (1) unbound copy of your proposal **must be received** at the Development Services Department no later than **January 30, 2012 at 5:00 P.M.** No notebooks please; spiral or comb binding preferred.

Mark envelopes containing proposal "RFP- General Plan Update." No Faxed Copies; Postmarks will not be accepted in lieu of actual delivery.

Mailing Address:

Costa Mesa City Hall
Attn: Claire Flynn, Asst. Dev. Svcs. Director
Development Services Department
77 Fair Drive
Costa Mesa, CA 92626



CONTACT INFORMATION

A handwritten signature in blue ink that reads "Raja Sethuraman".

Raja Sethuraman
Transportation Manager
Public Services Department
714 754 5032
raja.sethuraman@costamesaca.gov

A handwritten signature in blue ink that reads "Claire L. Flynn".

Claire L. Flynn, AICP
Act. Assistant Development Services Director
Development Services Department
714 754 5278
claire.flynn@costamesaca.gov

Questions regarding this proposal must be directed in writing to the City staffmembers identified above. Please do not contact any other City employee, City official, or City contractor regarding this RFP.

Thank you in advance for your interest and participation in the RFP process.